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硕士学位论文

2012台湾“总统”大选电视竞选广告研究

Research on TV Campaign Advertising in 2012
Taiwan Presidential Election

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摘 要

本研究基于竞选传播 DSP 理论模式，以 2012 年台湾“总统”大选期间，马英九与蔡英文两大阵营推出的电视竞选广告为研究对象，采用内容分析研究方法，分析并总结了两党的电视竞选广告策略以及候选人的 DSP 定位模式。

研究结论如下：（1）在广告投放数量与时间上，国民党广告数量远多于民进党，两阵营广告投放时间均符合“投票日集中法”。（2）在广告主题上，两大阵营的电视竞选广告的共同点在于：均以形象塑造与陈述政见作为主要广告主题，以人身攻击为主的负面广告使用相对克制；就形象塑造广告而言，两大阵营在内涵方面均强调候选人的执政能力与人格特质；两党候选人均主要围绕社会议题进行政见阐述与攻击，以两岸关系、省籍问题以及族群动员为主要政见或攻击议题的电视竞选广告较少。两大阵营电视竞选广告主题也有各自的特点，马英九阵营竞选广告的特点有：在广告中强调“台湾人”、“台湾精神”与“爱台湾”的观念；在形象塑造广告中，国民党阵营在强调马英九的政绩以及其清廉的品质的同时，推出了以“第一夫人”周美青为主角的广告；在次要主题中注入攻击对手元素；其竞选广告重视经济、政治议题；广告发言人以民众为主。蔡英文阵营的广告主题特点有：负面广告比例高于马英九阵营负面广告比例；以民生议题切入，主打公平正义；部分广告强调女性元素。（3）在广告诉求上，两大阵营在情理诉求的使用上有显著区别；马英九阵营重视名人诉求的使用；本次大选中两阵营并未太多使用恐惧诉求。

（4）在广告表现上，两阵营共同点有：在政治符号上，两党都注重使用本次竞选的特有符号如竞选口号、竞选 Logo 等；影片拍摄风格上重视使用近景、中景拍摄以及平行镜头展示候选人形象。不同点有：马英九阵营更注重党徽党名的使用，而蔡英文阵营有意塑造全新独立的候选人；马英九阵营更多使用国旗、国旗歌、中华民国等符号，以维护其正统地位。总体而言，国民党候选人马英九阵营使用了领导者广告策略，广告内容的核心是“人心思定”，而民进党候选人蔡英文阵营则使用了挑战者广告策略，广告内容的核心是“人心思变”。

关键词：电视竞选广告；“总统”大选；台湾

Abstract

Based on Campaign Communication DSP theory model, this research is designed to analyze the campaign advertising strategies used by two major parties—the Kuomintang(KMT) and the Democratic Progressive Party (DPP)—in 2012 Taiwan Presidential Election, as well as the candidates' DSP model. Applying content analysis, not only does the study investigate the campaign ads' themes, appeals and expressions, it also explores the differences between the characteristics of the TV campaign ads.

The results of this study propose the following conclusions: (1) The Number of the TV campaign ads published by KMT is three times larger than that of DPP. Two parties' TV campaign ads' timelines utilize the "End-up Schedule". (2)The TV campaign ads of the two parties have three points in common. First, the core themes are image projecting and political statement ads. The number of negative ads is limited. Second, the main emphases of image projecting ads are about the candidates'leadership and personal characteristics. Third, the major issues are about social problems. This year's TV campaign ads seldom involve cross-strait relations, provincial problems, as well as racial issues. Also, each party's TV campaign ads have their own character. Ma Ying-jeou's camp stresses the ideas and values of "Taiwanese""Taiwan Spirit"and"Love Taiwan". As for image projecting ads, except advertise Mr. Ma's achievements and his clean-handed quality, the ads also features Zhou Meiqing, the president's wife as a leading role in his ads. The attack elements are found in Secondary themes. Use the public as ads speakers. Mr. Ma's TV campaign ads also adopt issues concerning economy and politics. With regard to Cai Yingwen's ads, her camp publishes a higher proportion of negative ads than that of Mr. Ma's. Her ads centers on livelihood issues and emphasize equity and justice. Some of her ads share female

elements. (3)Considering ads appeals, two parties' ads show some clear differences in using emotion-reason appeal. Mr Ma's camp tends to use celebrity appeal and the fear appeal is not frequently employed this year. (4)The common points in expressions of ads are, firstly, two parties both like to use the special campaign symbols such as campaign slogan and campaign logo etc.. Second, video styles are similar. However, Mr Ma's camp tends to use party symbol more frequently than Ms. Cai's camp. Also the former uses national flag etc. while the latter rarely does. It is suggested that Mr. Ma's ads intend to shape KMT as a legitimate and orthodox party and Ms. Cai's ads herself as an independent candidate. In general, Mr Ma's camp used the leader strategy and the key point of KMT's TV campaign advertising is "stability", while Ms Cai's camp used the challenger strategy, and the key point of DPP's TV campaign advertising is "change".

Keywords: TV campaign ads; Presidential Election; Taiwan

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